

ABSTRACT

Contents specified by an EMM (1021) and EMM update information (10111) for updating an expiration date are associated with an advertisement (1011), EMM (1021) is updated when the advertisement  
5 (1011) is viewed so as to allow the contents specified by EMM update information (10111) to be viewed. This ensures that a viewer views the advertisement in order to view the contents free of charge. Since an expiration date is set for viewing of the contents which is allowed by viewing the advertisement, it is necessary to view a latest advertisement  
10 so that the contents viewing time point is included within the expiration date. As a result, it is possible to ensure that the latest effective advertisement is viewed when contents are viewed.